

AGENDA SUMMARY PAGE - PLANNING & DEVELOPMENT
CITY COUNCIL MEETING OF: JANUARY 17, 2007

DEPARTMENT: PLANNING & DEVELOPMENT

DIRECTOR: M. MARGO WHEELER

☐ Consent ☒ Discussion

SUBJECT:

VARIANCE

VAR-17871 - PUBLIC HEARING - APPLICANT: DEJA VU'S LITTLE DARLINGS - OWNER: ARTHUR G. AND JEAN M. GRANT - Request for a Variance TO ALLOW A PROPOSED 80-FOOT DOUBLE FACE 2,470 SQUARE-FOOT FREESTANDING SIGN WHERE 720 SQUARE FEET IS THE MAXIMUM ALLOWED on 2.46 acres at 1508 Western Avenue (APN 162-04-602-010), M (Industrial) Zone, Ward 3 (Reese). Staff recommends DENIAL. The Planning Commission (5-0 vote) recommends APPROVAL

PROTESTS RECEIVED BEFORE:

Planning Commission Mtg.

2

City Council Meeting

1

APPROVALS RECEIVED BEFORE:

Planning Commission Mtg.

0

City Council Meeting

0

RECOMMENDATION:

Staff recommends DENIAL. The Planning Commission (5-0 vote) recommends APPROVAL, subject to conditions.

BACKUP DOCUMENTATION:

1. Location Map
2. Conditions and Staff Report
3. Supporting Documentation
4. Submitted after final agenda - Protest letter by Stephen Grogan
5. Backup referenced from the 12-21-06 Planning Commission Meeting Item 35

Motion made by GARY REESE to Hold in Abeyance Item 128 [VAR-17871] and Item 129 [SDR-17312] to 2/07/2007

Passed For: 6; Against: 0; Abstain: 1; Did Not Vote: 0; Excused: 0

LAWRENCE WEEKLY, LARRY BROWN, LOIS TARKANIAN, STEVE WOLFSON, GARY REESE, STEVEN D. ROSS; (Against-None); (Abstain-OSCAR B. GOODMAN); (Did Not Vote-None); (Excused-None)

NOTE: MAYOR GOODMAN disclosed he and ATTORNEY JAY BROWN have a shared interest in property on Charleston Boulevard; therefore, he would abstain from voting on this matter. He then submitted a letter of opposition from the Scotch 80s association that he had received.

Minutes:

CITY COUNCIL MEETING OF: January 17, 2007

MAYOR GOODMAN declared the Public Hearing open and disclosed his abstention.

COUNCILWOMAN TARKANIAN noted that she was aware that a resident, MR. PARKER, sent in his letter as well, but the City Clerk's office had not received it.

ATTORNEY JAY BROWN, 520 South 4th Street, appeared with DARRYL SHOCK, Vision Signs, 3625 South Polaris Avenue, and stated that the square footage of the sign is 1,235 feet and the request for the variance is needed, as only 720 square feet is the maximum allowed. MR. SHOCK has advised him on the requirements relative to square footage of signage and explained that if the lineal footage of the freeway frontage, a variance would not be required. Because the address is on Western Avenue, that portion of lineal footage in the front has to be applied; thus, the variance is needed.

MARGO WHEELER, Director of Planning and Development, clarified that the freeway is not considered a street so the lineal footage of that area is irrelevant. Regarding the maximum sign area, the 1,235 square feet is one face; the subject sign is double face, therefore, the calculation is doubled as staff noted.

MR. SHOCK stated he spoke with Planning staff regarding the sign and its square footage. He has been in the sign business since 1989 and he understood the calculation to be different.

MS. WHEELER informed him that one written protest from the neighborhood and one protest from the adjacent neighbor was received. MR. SHOCK informed MAYOR PRO TEM REESE that there is an existing 65-foot tall free standing sign on site. The intention is to replace the proposed sign with the existing one, as it will be an upgraded version.

After brief discussion, MAYOR PRO TEM REESE decided to hold the items in abeyance until February 7, 2007, as he had concerns with the proposed signage and preferred to discuss the issue further before a decision was made.

COUNCILWOMAN TARKANIAN noted that the top of the signage can be seen from MR. PARKER'S street.

MAYOR PRO TEM REESE declared the Public Hearing closed.